



EFFAT

EUROPEAN FEDERATION OF FOOD, AGRICULTURE AND TOURISM TRADE UNIONS

DRAFT TENDER SPECIFICATION

EFFAT FoodDrinkEurope Application VP/2017/001/0004

New professions and career paths in the food and drink industry: Delivering high level food industry skills in the digital economy

1. Background and objectives

The project will build on the results of a previous EU funded project where the European social partners FoodDrinkEurope and EFFAT joined forces to identify bottlenecks in recruiting new and skilled employees and tackle challenges arising when companies have an ageing workforce (“Bringing in new talents and managing an ageing workforce: two sides of the same coin-implementing good practices for a more attractive food and drink industry in Europe” <http://fooddrinkeurope-effat-toolbox.eu/>).

The project, which will help implementing the European social partners’ work programme, has the following objectives:

- a. Identifying the new technologies in the food and drink industry, the emerging jobs and the new skills and type of qualifications required;
- b. Contributing to the existing best practices and toolbox of the previous project and undertaking a forward-looking reflection on what criterias will underpin socially successful robotisation. The aim would be to build and reinforce the capacity of national social partners in the food and drink sector to engage participation at European level; and
- c. Designing a communication strategy to attract new talents in the food and drink industry. The aim of this strategy will be twofold: (i) to further develop and strengthen the membership of the European social partners and (ii) to make the food and drink manufacturing and processing sector more attractive for potential new talents.

Overall, the project will support the European social partners and their committee in their contribution to policy-making, including impact assessment, of the employment and social dimensions of EU initiatives.

2. Purpose of the contract

The purpose of the contract is to support the social partners EFFAT and FoodDrinkEurope to realise:



- A. A mapping exercise or desk-top research identifying the new technologies in the food and drink industry, the emerging jobs and the new skills and type of qualifications required; a report will be produced;
- B. Three regional workshops where the preliminary results of the mapping exercise will be presented and where social partners will undertake a forward-looking reflection on what criteria will underpin socially successful robotisation;
- C. A conference where the final results will be presented; and
- D. A communication strategy attracting new talents in the food and drink industry making sure that young people find quality apprenticeships within the sector. The final communication tools (which will include short videos) will be launched alongside the conference.

3. Tasks to be performed by the Contractors (Experts)

Task 1 Inception period including:

- Appointment by the contractor of a main point of contact for the project
- Establishing a concrete and detailed work plan to implement the contractual tasks
- Attendance at steering group meeting 1

Deliverable end of task 1: methodology and plan

Task 2

- Conduct desk research to prepare the regional workshops in the form of tools and factsheets
- Prepare for the first regional workshop
- Attend steering group meeting 2
- Attend and facilitate the first workshop
- Help to evaluate the workshop's outcomes

Deliverable end of task 2: Tools and factsheets, good practices

Task 3

- Prepare for the second regional workshop
- Attend the second regional workshop and help to facilitate debate and input during the workshop
- Help to evaluate the workshop's outcomes

Deliverable end of task 3: Tools and factsheets, good practices

**Task 4**

- Prepare for the third regional workshop
- Attend steering group meeting 3
- Attend the third workshop and help to facilitate debate and input during the workshop
- Help to evaluate the workshop's outcomes

Deliverable end of task 4: Tools and factsheets, good practices

Task 5:

- Finalise the toolkit
- Prepare for the final conference
- Attendance at steering group meetings 4 and 5
- Attendance and presentation of the toolkit at the final conference
- Help to evaluate the final event and suggest next steps

Deliverable end of task 5: final toolkit and recommendations for future actions

Indicative timetable:

Indicative date	Activity	Tasks
December 2017/January 2018	Email communication and/or telephone conference between the members of the steering group	Preparation of the call for experts
February 2018	Email communication and/or telephone communication between the members of the steering group	Evaluation of the experts' proposals
March 2018 Brussels	Steering group 1	Meeting with the experts and levelling of expectations
March-July 2018	Desktop research-mapping exercise	Communication via emails, video calls
July 2018 Brussels or country of the expert(s)	Steering group 2	Progress review of the research Review of draft fact sheets Preparation of the regional workshops



		Develop Draft communication strategy- Phase I
July-October 2018		Desktop research-mapping exercise and preparation of the workshops Finalisation of the fact sheets and infographics Translations (DE, HR, HU) Development of the communication strategy- Phase I
October 2018 Location: Vienna, Austria (Council Presidency July-December 2018) (tbc) 30 people Interpretation: EN, DE, HR, HU 2 full days including a company visit	Workshop 1 Eastern Europe (Austria, Croatia, Slovakia, Hungary, Bulgaria, Montenegro, Romania, Serbia, Slovenia)	Presentation of the preliminary results of the mapping exercise and forward-looking reflection on what criteria will underpin socially successful robotisation Communication strategy and 1 st press release/article to be shared to the participants in advance. The event can be made visible through social media tools, collection of pictures, interviews, mini-videos. Informal meeting of the steering group to evaluate the workshop and clarify next steps
October 2018- January 2019		Fact sheets and infographics Translations (DA, PL)
January 2019 Location: Berlin, Germany (tbc)	Workshop 2 Northern Europe (Sweden, Denmark, Finland, the	Presentation of the preliminary results of the mapping exercise and



<p>30 people Interpretation: EN, DE, DA, PL</p> <p>2 full days including a company visit</p>	<p>Netherlands, Ireland & UK, Germany, Latvia, Lithuania, Poland, Czech Republic)</p>	<p>forward-looking reflection on what criteria will underpin socially successful robotisation</p> <p>Communication strategy and 2nd press release/article to be shared to the participants in advance. The event can be made visible through social media tools, collection of pictures, interviews, mini-videos</p> <p>Informal meeting of the steering group to evaluate the workshop and clarify next steps</p>
<p>January-April 2019</p>		<p>Elaboration of the communication strategy- Phase II</p> <p>Fact sheets and infographics</p> <p>Translations (SP, IT, FR)</p>
<p>April 2019 Location: Rome, Italy (tbc)</p> <p>30 people Interpretation: EN, SP, IT, FR</p>	<p>Workshop 3 Southern Europe (Belgium, Luxembourg, Spain, Italy, Malta, <i>Cyprus</i>, France, <i>Portugal</i>, <i>Greece</i>)</p>	<p>Presentation of the preliminary results of the mapping exercise and forward-looking reflection on what criteria will underpin socially successful robotisation</p> <p>Communication strategy and 3rd press release/article to be shared to the participants in advance. The event can be made visible through social media tools, collection of pictures, interviews, mini-videos</p> <p>Informal meeting of the</p>



		steering group to evaluate the workshop and clarify next steps
April 2019 Brussels	Steering group 3	Evaluation of the workshops and next steps
April-June 2019		I. Work on the final report II. Finalisation of the communication strategy- Phase II- Development of the communication tools
June 2019 Brussels	Steering group 4	Review of the final report Review of the communication tools
June-September 2019		Finalisation of the report and communication tools Translation of final documents in EN, DE and FR
September 2019 Belgium 50 people Interpretation: EN, DE, IT, SP, FR, HR	Final conference	Presentation of the report and official launch of the final communication tools (i.e: video edited for the end of the project, infographics shared along the project, other tools to be defined) Final press release
September 2019- October 2019		Elaboration and dissemination of an evaluation survey to participants
November 2019 Brussels	Steering group 5	Final project evaluation Lessons learnt Future actions



4. Guidance and indications on tasks execution and methodology

The work of the contract can be undertaken by one contractor or a consortium of contractors provided that one member of the potential consortium takes the lead and demonstrates it can work effectively with the other partners.

Apart from attendance at a number of specified meetings (steering group, workshops, final conference) in Brussels and abroad, the tasks will take place at the contractor's offices. Additionally, the contractor will need to proactively support the organisation of the workshops including the discussions.

All reports must be submitted in an electronic version. Electronic files must be in Microsoft Word for Windows format.

All reports must be written in clear and concise English. They should also be well structured and drafted in a style suitable for wider dissemination. The final materials must be fit for publication and revised by a native English-speaker.

The work of the contractor will be supervised and advised upon by a steering group comprised of 8 members.

5. Expertise required

The tenderer must have a sound understanding of digitalisation for the food and drink industry and its socio-economic impacts. Experience in terms of communication (i.e. campaign/communication strategy) would be desirable.

The tenderer should prove his/her expertise with examples of his/her work.

The contract will only be awarded to tenderers that fulfil the following criteria:

- Thorough and up-to-date theoretical and practical knowledge of digitalisation in the food and drink industry,
- Familiarity with employment matters and working conditions in the food and drink industry,
- Extensive experience of the writing and research skills needed to conduct similar projects in a European context,
- Ability to deliver pedagogic reports, solid conclusions and practical recommendations in a clear and concise English,
- Ability to tactfully communicate with a variety of different employers' organisations and trade union organisations and their representatives,
- Capacity to coordinate the work in a multicultural and multi-language environment



6. Timeframe

The contractor appointed will be expected to work from March 2018 to October 2019, including attending steering group meetings, three workshops and a final conference.

7. Payment

The maximum budget available for the expertise is € 60 000 (incl. VAT).

The costs of contractors' services are limited to the budget allocated under Commission co-financing and are subject to the rules governing the associated agreement. Costs over and above the stated limit will not be authorised.

The Contractor will receive an advance and a final payment upon receipt of the requested material.

8. Legal obligations

The basis of the contract is the grant agreement between the European Commission and EFFAT. The terms of this grant agreement are also applicable to the Contractor.

9. Selection criteria

The tenders will be assessed by the steering group against the following criteria:

- Possession of the necessary skills and experience of direct relevance to the activities concerned by this call for tenders,
- Possession of the necessary knowledge and experience in digitalisation issues, of working conditions in the food and drink industry,
- Ability to write documents in clear and concise English,
- Very good communication skills, and
- Respect of budgetary constraints

10. Award Criteria

The contract will be awarded to the tenderer whose offer represents the best value for money, taking into account the selection criteria in section 9 above.

The respect of the principles of transparency and equal treatment with a view to avoiding any conflict of interest will be undertaken.

It should be noted that the contract will not be awarded to a tenderer who receives less than 70% on the award criteria.



11. Content and presentation of the bids

The tenders should show how they propose to implement the project. They should also include the CVs of all the prospective members of their team, as well as samples of the most relevant work they have written in English. The tenders should show how the prospective contractor meets the required expertise, knowledge and selection criteria.

The tenders should include the contact details and bank details and a proof of the professional registration of the tenderer (VAT number, enterprise number)

The bid must be presented in English.

Deadline for the tenders: 15 February 2018

This request for proposals is posted both on the EFFAT website: www.effat.org and the FoodDrinkEurope's website on 11 January 2018.

All tenders must deliver their bid **by registered mail and by e-mail** to:

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For further information, please send an e-mail to effat@effat.org quoting the following reference: VP/2017/001/0004.

Brussels, 11 January 2018